ABSTRACT

The research entitled *"An Analysis of Cigarette Advertisement Slogans"* is conducted to describe and analyze the features of meaning build the characteristics in cigarette advertisement slogans and what the effects are made in cigarette advertisement slogans through slogan language. The theory used in this research is theory adopted from Geofrey Leech about the meaning which is more specified to denotative and connotative meaning added with theories of advertisement adopted from several references. Advertisement language is one of the linguistic phenomena, in this case slogans or taglines that have differently unique in their structures and dictions. By using good and effective language, the consumers will comprehend the delivered message of the product offered.

The method used in this research is analytic descriptive. The data collection technique is by classifying slogans into two types of meaning namely; denotative and connotative. The data were taken from internet, banners, local and foreign TV commercial programs, and billboards.

After conducting the research, the writer takes some conclusions that: (1). the features of meaning build the characteristic in the cigarette advertisement slogans are divided into denotative and connotative meaning. The denotative meaning of slogans absolutely talk about the messages delivered directly to attract consumers' attention about the product offered. The connotative meaning will be largely explained by using the figurative of speech namely metaphor, metonymy, hyperbole, euphemism and synecdoche. Those all are used to create good slogan, so that the consumers are willing to buy the product offered. (2). the effects are made in the cigarette advertisement slogans are divided into three types namely; Declarative type is used to reveal the benefit of product, Imperative type is used to ask the consumers to do the activity as the slogan recommends, and the Interrogative types is used to get more attention or impression of consumers about the product offered.

Keywords: Advertisement language, Slogan/Tagline of cigarette, Denotative and Connotative Meanings.